

CATALOG No. 36

INCLUDING

3 New AND Different Lighting DEVELOPMENTS



**D U O F L U O**

TRADE MARK REGISTERED — PATENTS PENDING

**UTILITY FLU-O-FLECTOR\***  
AND  
**FLU-O-FLECTOR\* STRIPS**

Exceptionally Low-Priced Fluorescent Fixtures Surpassing  
All Competition in Efficiency, Service and Permanence.

2/1  
1/1  
8/4  
2/1  
2/9/4  
1/2/9/7

Engineered and Manufactured by the



2615 Washington Avenue  
ST. LOUIS, MO.

\*The Name FLU-O-FLECTOR  
is Trade Mark Registered.

# Guth DUOFLUO --- THE ALL-PURPOSE LUMINAIRE

TRADE MARK REGISTERED AND PATENTS PENDING

*Delivers 3 Different Lighting Results . . . Skylight Shadowless Lighting  
Engineered ALZAK Reflectors*

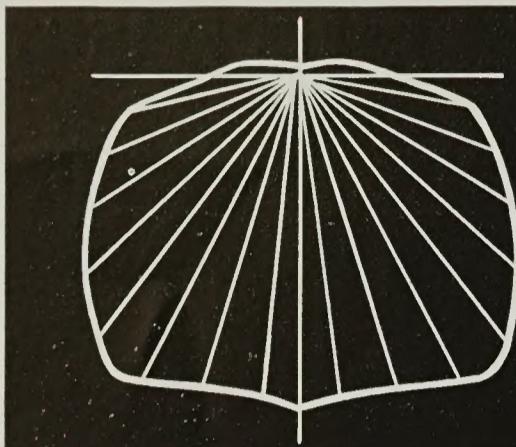


Figure 1  
EXTENSIVE DISTRIBUTION

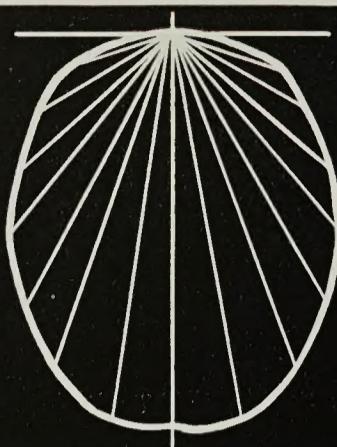


Figure 2  
INTENSIVE CONCENTRATION

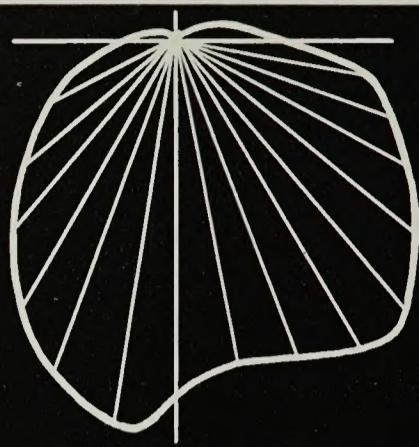


Figure 3  
ASYMMETRIC LIGHTING

ONE ALL-PURPOSE DUOFLUO

THREE DIFFERENT LIGHT-CURVES

TEN MINUTE "TURN AROUND"

The new DUOFLUO luminaire offers functional modern design, up-to-the-minute accessory equipment all approved by Underwriters Laboratories, rigid construction with heavy-gauge metals, genuine everlasting ALZAK diffuse reflectors, and last and most important, flexibility of application.

Flexible application is made possible with engineered reflector design. Actually THREE lighting jobs can be performed. Figure 1 above, illustrates EXTENSIVE lighting distribution; Figure 2 shows INTENSIVE light concentration with reflectors in reversed position; Figure 3 illustrates

ASYMMETRIC lighting results with one side in Extensive position and one side in Intensive position. These different lighting results are simply achieved—without any change in wiring — by turning reflectors about, per Figure 4, a 10-minute job.... The lighting curves above are of DUOFLUO No. M1602. Strip-Glass Shield Diffusers used with DUOFLUO Nos. M1605-08 tend to diffuse side view whereas Shatterproof Plastic Diffusers furnished with DUOFLUO Nos. M1610-13 surround lower side of lamps. Lighting curves taken in two planes of each type DUOFLUO will be forwarded upon request.

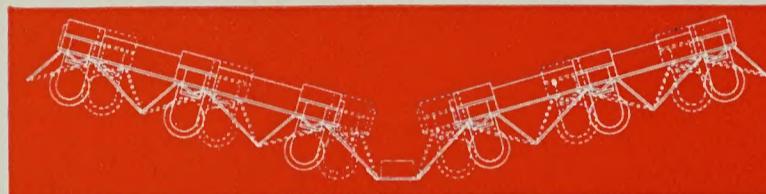


Figure 4

#### DUOFLUO CONSTRUCTION AND DESCRIPTION

Exterior is finished Metallic Gray. Reflectors are of No. 1 grade aluminum, processed genuine ALZAK. ALZAK not only assures a non-tarnishing everlasting finish, but adds to the output efficiency. The Fluorescent lamp is a diffusing light source and requires a "punch" reflector, such as ALZAK, to deliver maximum effectiveness. ALZAK will not chip, peel, check or crack—is tough and durable.

DUOFLUO luminaires when furnished WIRED, are supplied complete with latest accessory equipment. (See below.) All accessory equipment is approved by the Under-

writers Laboratories. DUOFLUO luminaires are available WIRED or BARE. When furnished WIRED, necessary Sockets, Ballast, Compensator, and Starter Switches are included, wired complete except lamps. When furnished BARE, the fixture only is supplied less all accessories and sockets.

May be had for 110-125 or 220-250 line voltage. Unless specified with order WIRED DUOFLUO luminaires will be equipped for 110-125 volts. All accessory equipment listed is for 60-cycle alternating current. Other accessory equipment available, prices upon request.

#### LATEST FLUORESCENT FEATURES

DUOFLUO luminaires when furnished WIRED are equipped with accessory equipment of latest design and improvements to date. The new Tulamp ballasts provide 95-100% power factor and are quiet in operation. Separate starter switches are included and are mounted at the lamp socket for easy access. Starter switches can be simply replaced without dismantling the luminaire. A Starting Compensator is supplied with each ballast to insure maximum lamp life. DUOFLUO prices do not include lamps.

#### DUOFLUO SUSPENSION EQUIPMENT

DUOFLUO luminaires as illustrated on Page 3 are for ceiling mounting to produce a "Skylight" effect; which with proper spacing of the units will provide shadowless eye-comfort illumination. Where suspension from the ceiling is desired, add \$6.00 to list prices which will include two swivel stem aluminum hangers and canopies. Chain hangers and canopies available at \$4.50 list. Distance between hanger mountings is 25-inch centers. Hanger prices include up to 36-inch O. A. length with DUOFLUO. Extra lengths available at 60 cents list per foot.

THE EDWIN F. GUTH COMPANY

"Leaders In Lighting Since 1902"

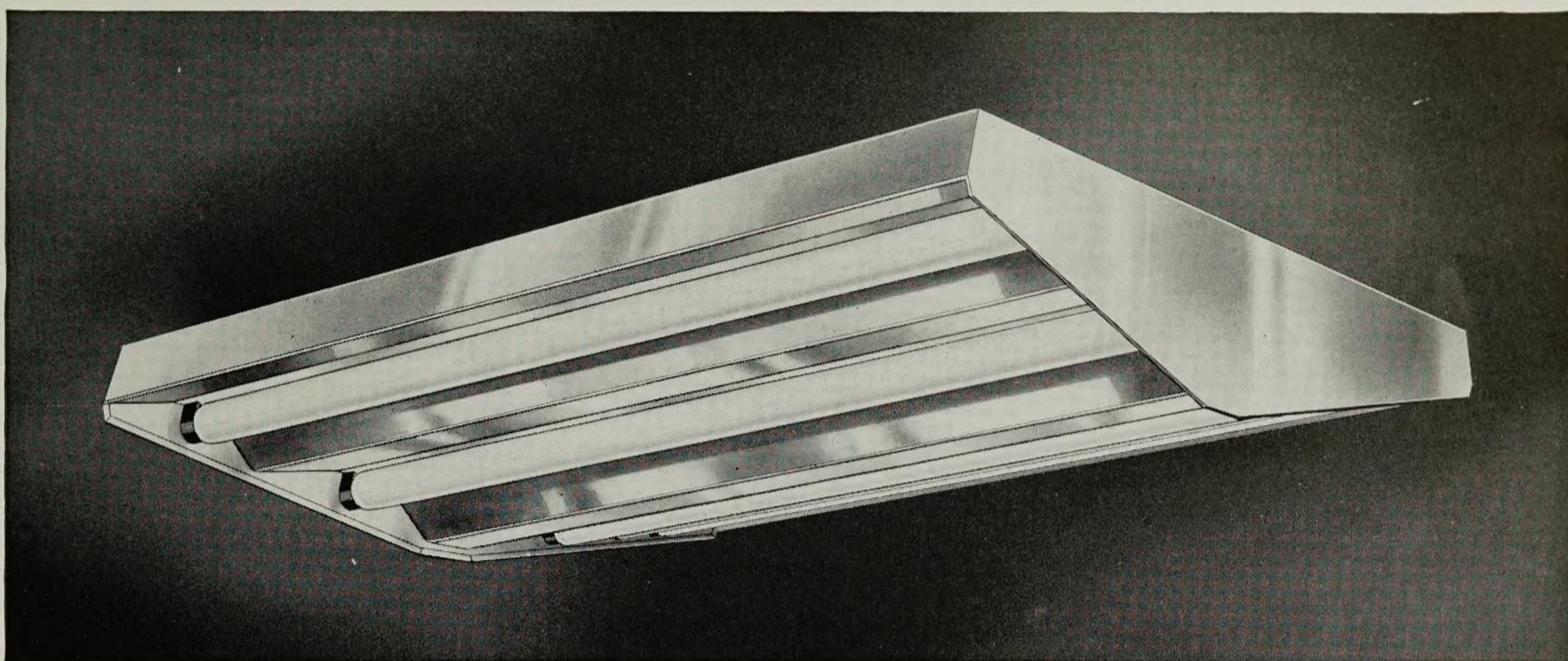
ST. LOUIS, MO.



# DUOFLUO --- SKY LIGHT LIGHTING

TRADE MARK REGISTERED — PATENTS PENDING

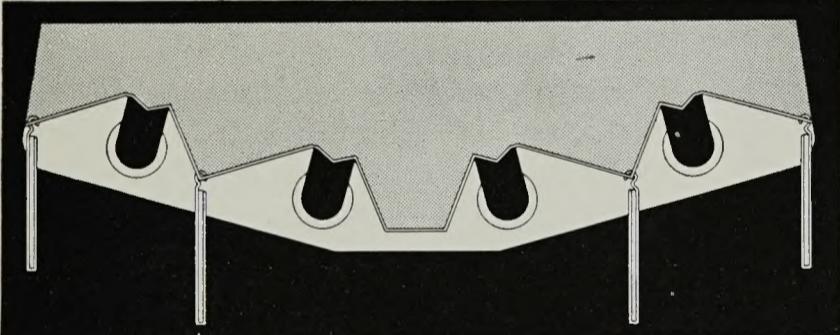
With "Turn Around" Reflector Feature . . . Obtainable With or Without Diffusers  
Reflectors ALZAK Aluminum



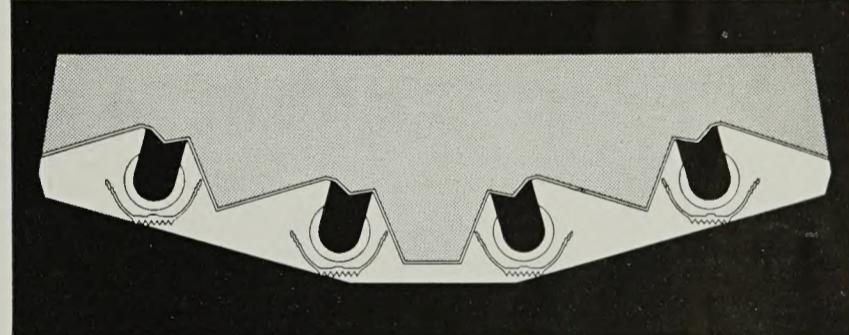
● DUOFLUO No. M-1601

Cat. No.	Lamp Wattage Only	Length	Width	Height	Shg. Wt. Lbs. WIRED	Shg. Wt. Lbs. BARE	List Price	BARE
M-1600	2-40	48 $\frac{1}{16}$ "	10 $\frac{1}{2}$ "	5 $\frac{3}{4}$ "	18	10	\$37.50	\$20.50
M-1601	4-40	48 $\frac{1}{16}$ "	19 $\frac{1}{2}$ "	6"	33	15	60.00	26.00
M-1602	6-40	48 $\frac{1}{16}$ "	28"	7 $\frac{1}{4}$ "	45	21	88.75	37.75
M-1603	8-40	48 $\frac{1}{16}$ "	37"	9"	60	25	117.50	49.50

NOTES: Freight allowed on shipments of 100 lbs. or more for destination within United States.



● DUOFLUO With Strip-Glass Diffusers



● DUOFLUO With Shatter-proof Plastic Diffusers

Cat. No.	Lamp Wattage Only	Hght.	List Price		Cat. No.	Lamp Wattage Only	Hght.	List Price	BARE
			WIRED	BARE				WIRED	BARE
M-1605	2-40	6 $\frac{1}{4}$ "	\$42.30	\$25.30	M-1610	2-40	6"	\$47.50	\$30.50
M-1606	4-40	6 $\frac{1}{2}$ "	69.60	35.60	M-1611	4-40	6 $\frac{1}{4}$ "	80.00	46.00
M-1607	6-40	7 $\frac{3}{4}$ "	103.15	52.15	M-1612	6-40	7 $\frac{1}{2}$ "	118.75	67.75
M-1608	8-40	9 $\frac{1}{2}$ "	136.70	68.70	M-1613	8-40	9"	157.50	89.50

NOTES: Full freight allowed on shipments of 100 lbs. or more for destination within United States. Duofluo Nos. M1605-08 and Nos. M1610-13 have same length and width as Nos. M1600-03.



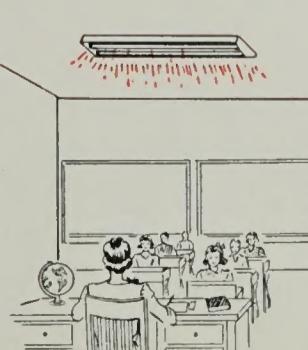
# DUOFLUO --- THE ALL PURPOSE LUMINAIRE



● For Offices



● For Merchandising



● For Schools

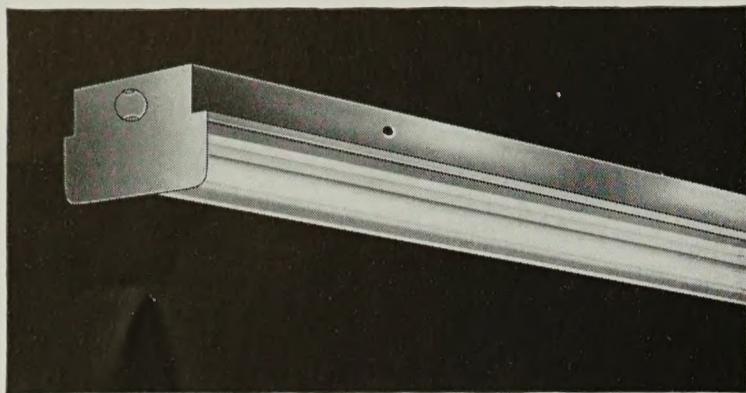


● For Stores

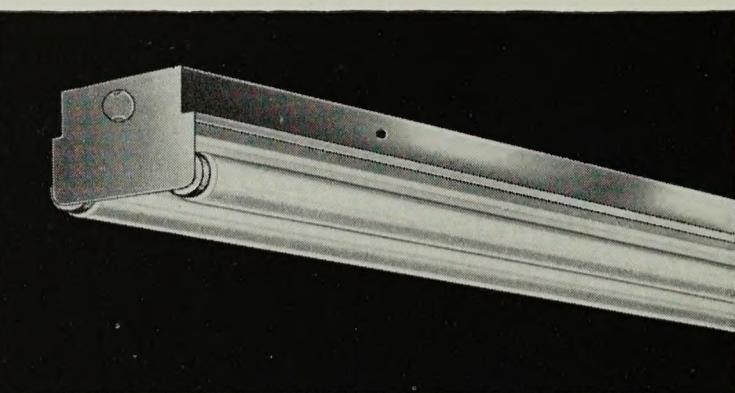
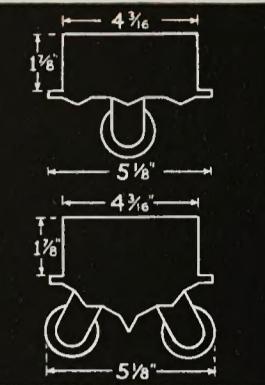


# FLU-O-FLECTOR STRIPS

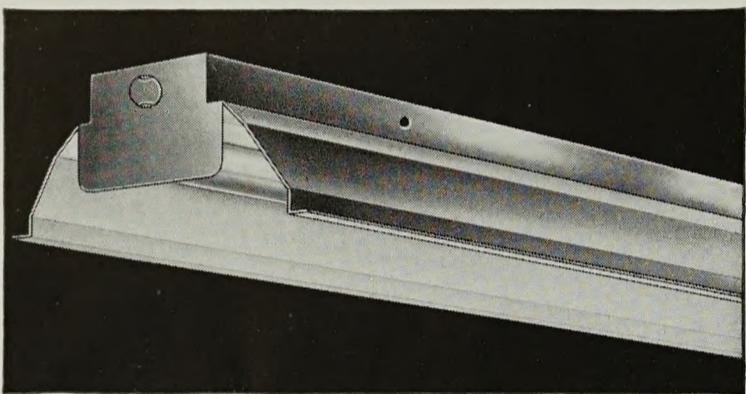
*Stock Sized Strips . . . Complete With Ends . . . Wired or Bare Assembly  
Reflectors ALZAK Aluminum*



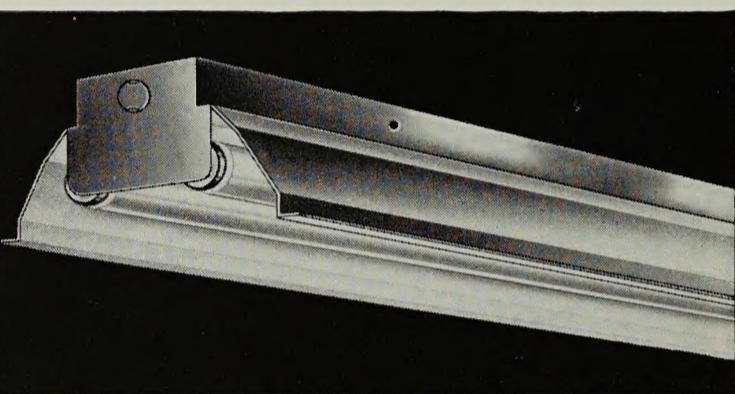
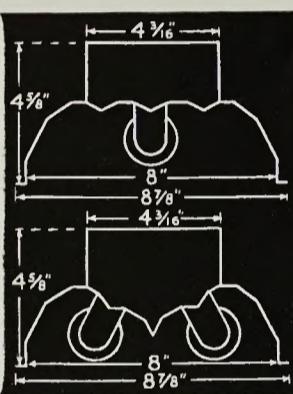
● Nos. M1632W—39 Inclusive



● No. M1640W—47 Inclusive



● Nos. M1648W—55 Inclusive



● Nos. M1656W—63 Inclusive

THE new Guth FLU-O-FLECTOR Strips provide a complete lighting system, smart in appearance and low-in-cost. Reflector and Covers are Lustre-Grain ALZAK aluminum mounted on chipless Gray Enamelled Channel. FLU-O-FLECTOR strips are for general illumination, light direction, or for coves, luminous panels, and numerous other illumination applications.

**TULAMP AND STARTER SWITCH FEATURES:** Reflector and channel for double row lamp units are designed to accommodate the new Tulamp Ballasts. This enables high power factor equipment for 30 and 40 watt lamps at least expense. Single and double row units are both furnished with necessary holes for use with the new separate starter switches.

**UNIT CONSTRUCTION:** FLU-O-FLECTOR Strips are complete fixture units for use with one or two lamps, or for any number of lamps in consecutive application of strips. Unit feature means quicker assembly and installation. Each unit is built intact with electrically welded-on ends, which also serve as louvres lengthwise of the lamps. Each end has a knockout for electrical connections when strips are joined continuously.

**FLU-O-FLECTOR** Channel of heavy-gauge steel is formed by stamping operations for absolute uniform and die-straight production.

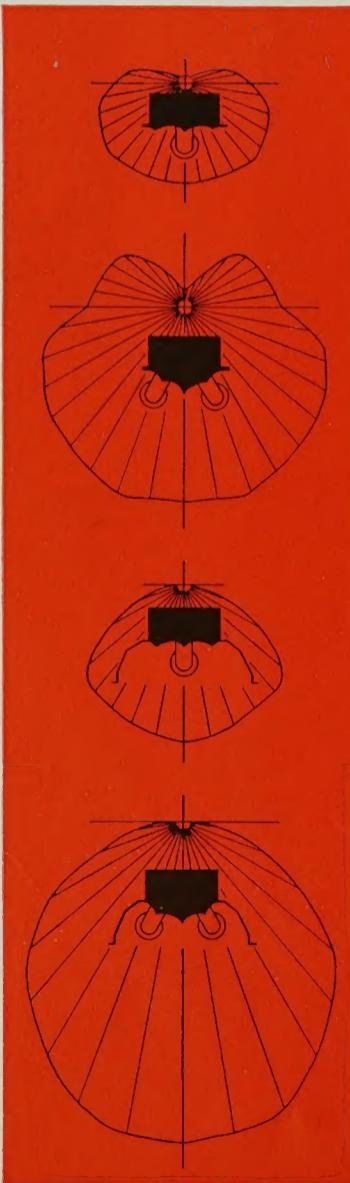
Channel is slotted for attachment of standard ballast accessories. Knockouts are provided in Channel-top for stem supports or for attachment to studs. Screw-holes are punched in Channel-top for attachment direct to ceiling or to ears of junction boxes. On Channel sides are two ventilation holes that can be used for installation of pull-switches.

**REFLECTOR DESIGN:** Efficient, permanent ALZAK aluminum diffuse reflectors insure maximum light reflection and attractive appearance. Reflectors are engineered with "V" shape behind each lamp, and with large "V" shape between lamps for double row units; these features are recommended for MAXIMUM light output.

**UNIVERSAL MOUNTING:** FLU-O-FLECTOR Strips are made for Exposed, Pendant or Recessed mounting.

**WIRED OR BARE:** FLU-O-FLECTOR Strip units are listed on the following page fully equipped with necessary Ballast and accessories wired complete except lamps; and are also listed as units only, bare, less sockets and accessories.

**HIGH POWER FACTOR:** All FLU-O-FLECTOR Strip equipment listed in this folder as WIRED, will be furnished for 90 to 100% power factor as noted in schedule.





# FLU-O-FLECTOR STRIPS

*Smart Appearing . . . For Exposed, Recessed or Pendant Mounting  
Genuine ALZAK Reflectors*

**G**UTH FLU-O-FLECTOR Strips listed below are available either WIRED which includes Wire, 110 Volt, 60 Cycle, A. C. Ballasts, Sockets, Starter Switches (and Starting Compensators where necessary, all wired-in, ready to install); or they are obtainable BARE, that is, fixture only less sockets, accessories and wire. Fixtures listed as BARE have identical convenient hole arrangements for Mounting, Ventilation, Pull Switches and Starter Switches.

All ballast and accessory equipment furnished in WIRED units is approved by Underwriters Laboratories.

FLU-O-FLECTOR units are listed below at "Lamp Wattage Only." In addition to this wattage, approximately 4 to 13 watts per lamp depending on the size, is lost in ballast operation.

Overall unit lengths are  $\frac{1}{16}$ " longer than lamp and socket assembly (15 watt lamp units are  $18\frac{1}{16}$ " O. A.; 20 watt lamp units are  $24\frac{1}{16}$ " O. A., etc.). Depths and widths are shown in cross-sections of various types on preceding page. Prices include freight allowance on shipments of 100 lbs. or more for shipment to United States continent destinations.

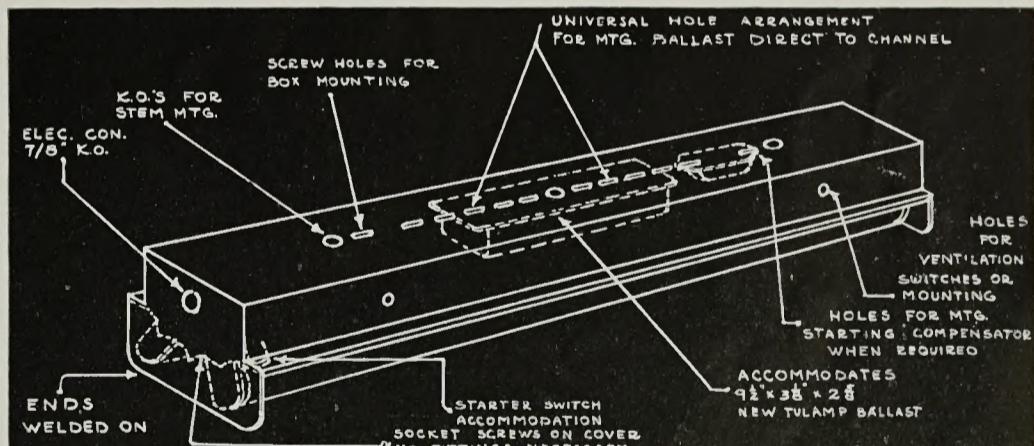
## PRICE INFORMATION

Cat. No.	Lamp Wattage Only	STRIP UNITS			Shg. Wt. Std. Carton	List Price Each Unit	REFLECTOR STRIP UNITS			Shg. Wt. Std. Carton	List Price Each Unit		
		How Shipped	Power Factor	Sh. Wt. Each Unit			Lamp Wattage Only	How Shipped	Power Factor				
M1632W	1-40	WIRED	90-95	2	11	\$16.50	M1648W	1-40	WIRED	90-95	1	13	\$20.80
M1633	1-40	BARE	.....	2	8	4.90	M1649	1-40	BARE	.....	1	10	9.20
M1634W	1-30	WIRED	90-95	2	10	15.35	M1650W	1-30	WIRED	90-95	1	12	19.05
M1635	1-30	BARE	.....	2	7	4.25	M1651	1-30	BARE	.....	1	9	7.95
M1636W	1-20	WIRED	90-95	2	7	11.75	M1652W	1-20	WIRED	90-95	1	9	14.80
M1637	1-20	BARE	.....	2	4	3.65	M1653	1-20	BARE	.....	1	6	6.70
M1638W	1-15	WIRED	90-95	2	6	11.40	M1654W	1-15	WIRED	90-95	1	7	14.10
M1639	1-15	BARE	.....	2	3	3.30	M1655	1-15	BARE	.....	1	4	6.00
M1640W	2-40	WIRED	95-100	2	14	22.25	M1656W	2-40	WIRED	95-100	1	16	26.55
M1641	2-40	BARE	.....	2	8	5.25	M1657	2-40	BARE	.....	1	10	9.55
M1642W	2-30	WIRED	95-100	2	10	20.90	M1658W	2-30	WIRED	95-100	1	12	24.55
M1643	2-30	BARE	.....	2	7	4.60	M1659	2-30	BARE	.....	1	9	8.25
M1644W	2-20	WIRED	95-100	2	9	17.60	M1660W	2-20	WIRED	95-100	1	10	20.60
M1645	2-20	BARE	.....	2	4	3.90	M1661	2-20	BARE	.....	1	5	6.90
M1646W	2-15	WIRED	95-100	2	7	17.20	M1662W	2-15	WIRED	95-100	1	8	19.90
M1647	2-15	BARE	.....	2	4	3.50	M1663	2-15	BARE	.....	1	5	6.20

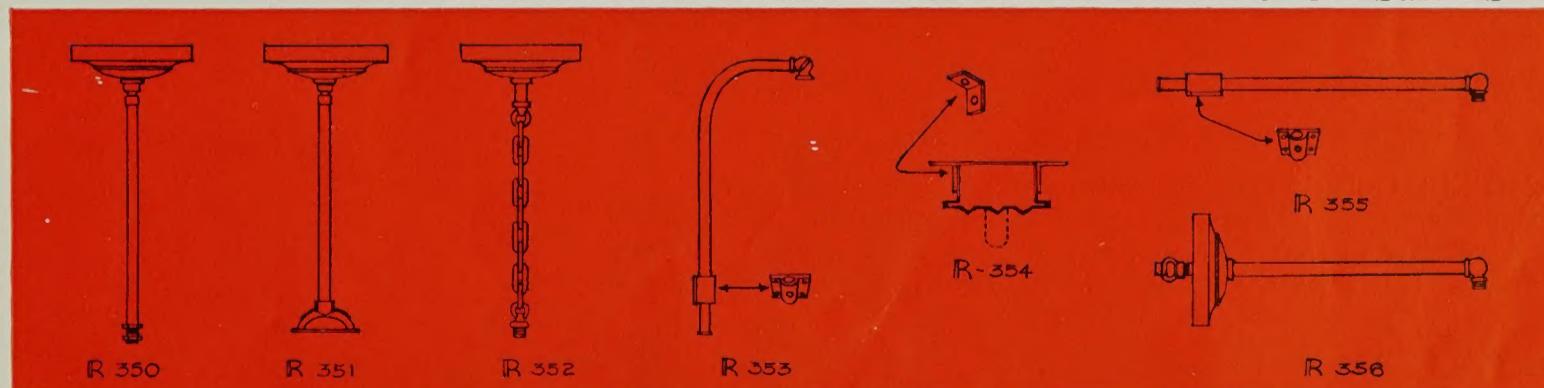
NOTE: For less than standard carton, add 10% to list prices.

## SIMPLEST CONSTRUCTION FOR EASY ASSEMBLY AND INSTALLATION

FLU-O-FLECTOR Strips consist of a channel and the reflector without clips or any other loose items except 4 thumb nuts for combining these two elements.



## HANGERS AND BRACKETS FOR FLU-O-FLECTOR STRIPS



**R 350 Hanger.** Self-aligning and made of ALZAK aluminum. Fasts to Channel with  $\frac{3}{8}$ " locknuts.

**R 351 Hanger.** R350 hanger plus special Splice Box enabling line connection after stems are installed on ceiling.

**R 352 Chain Hanger.** finished aluminum. Complete with loop at top and bottom; also hickey included.

**R 353 Bracket** adjustable to a maximum of 20" above table. Finished aluminum.

**R 354 Mounting Strap** for exposed ceiling mounting. Four required for each unit. Attaches to holes in sides of channel.

**R 355 Bracket** for mounting into walls, wallcases, etc. Standard length is 20".

**R 356 Bracket** includes 6" aluminum canopy with slip-ring and U-hickey. For mounting out of boxes.

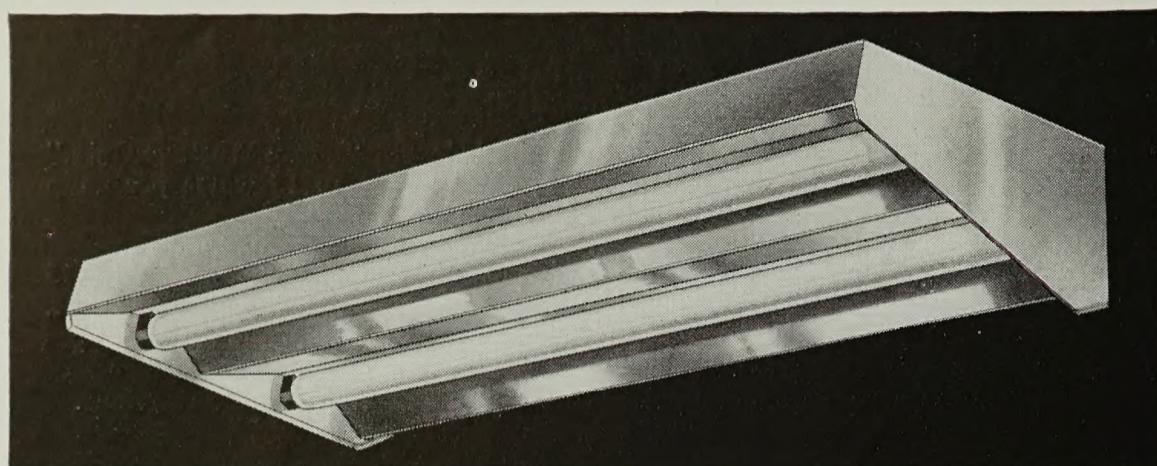
Cat. No.	Std. Lgth.	Pkg.	List Each
R350	36"	2	\$3.00
R351	36"	2	4.50
R352	36"	2	2.25
R353	20"	2	5.00
R354	...	4	.10
R355	20"	2	4.50
R356	20"	2	4.50

Prices include wire.

Cat. Nos. R350 and R351 extra lengths available at **60 cents** list per foot. R353 chain hanger extra length at **50 cents** list per foot.

# Guth SHOW WINDOW FLU-O-FLECTORS

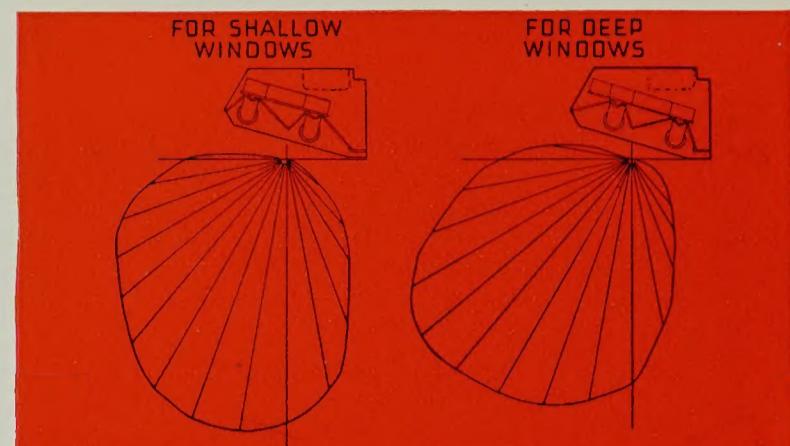
For Either Deep or Shallow Windows . . . With "Turn Around" Reflector Feature



● No. M1683W SHOW-WINDOW FLU-O-FLECTOR

Cat. No.	Lamp Sizes	Lamp Rows	Shg. Wt. Per Ft. Wired	Power Factor	Fixt. Lghth.	List Prices Wired	Bare
M1680W	18"	2	7#	5#	95-100	\$24.20	\$10.50
M1681W	24"	2	7#	5#	95-100	25.20	11.50
M1682W	36"	2	8#	6#	95-100	29.55	13.25
M1683W	48"	2	8#	6#	95-100	32.00	15.00
M1685W	18"	3	9#	6#	90-95	\$36.05	\$14.25
M1686W	24"	3	9#	6#	90-95	38.05	16.25
M1687W	36"	3	10#	7#	90-95	46.40	19.00
M1688W	48"	3	10#	7#	90-95	50.35	21.75
M1690W	18"	4	10#	6#	95-100	\$46.65	\$19.25
M1691W	24"	4	10#	6#	95-100	48.65	21.25
M1692W	36"	4	12#	8#	95-100	56.35	24.75
M1693W	48"	4	12#	8#	95-100	62.50	28.50

NOTES: Other widths (five or six rows) available; prices freight allowed on shipments of 100 lbs. or more for destination within the United States.



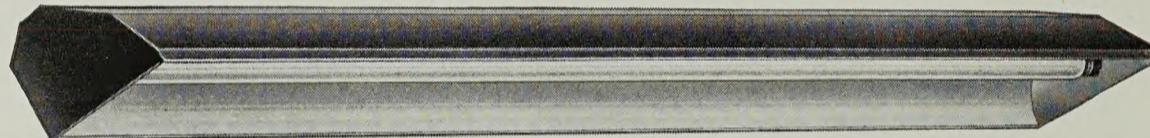
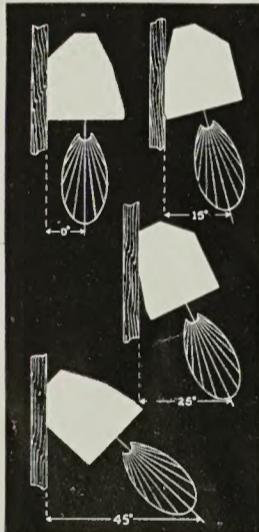
● Reflector Positioned for Shallow Show Windows

● Reflector positioned for Deep Type Show Window

Show Window FLU-O-FLECTORS utilize genuine ALZAK reflectors for maximum "punch" effectiveness with all sizes of Fluorescent lamps. Units are stock lengths to facilitate wiring and installation; welded-on ends act as louvres lengthwise of the installation. "Turn-around" reflector feature (see page 2) enables use for either Deep or Shallow windows. Units are available WIRED or BARE. Wired units are complete with 110 volt 60 cycle A. C. High Power Factor Ballasts, Starting Switches, (Compensators when necessary) and wiring. BARE units are fixture only less sockets, wire and accessories. Lamps not included in price of fixture.



## ALL-ANGLE WALLCASE FLU-O-FLECTOR



● All-Angle Wallcase Flu-O-Flector

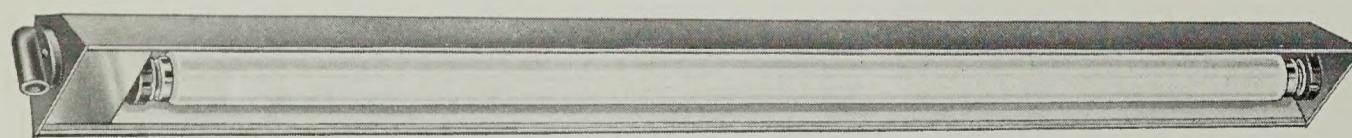
Wall-Case FLU-O-FLECTORS with genuine ALZAK reflectors deliver efficient "tear drop" light curve. Due to housing design, units can be mounted at 0°, 15°, 25° and 45° angles on walls; or at 45°, 65°, 75° or 90° angles on ceilings. Mounting simply with wood screws. Exterior of steel is finished electroplated Statuary Bronze. Other regular finishes available at 10% extra. Special and continuous lengths available; prices upon request.

Cat. No.	Lamp Size	Fixture Length	List Prices Wired	Shg. Weight Wired	Shg. Weight Bare
M1710W	18"	18 3/4"	\$16.85	\$ 8.75	8# 5#
M1711W	24"	24 3/4"	17.60	9.75	10# 6#
M1712W	36"	36 3/4"	22.85	11.75	13# 10#
M1713W	48"	48 3/4"	26.35	13.75	17# 14#

Fixture width and height are 4 3/4" and 4 7/8" respectively. WIRED units furnished with 110 volt, 60 cycle A. C. ballast (90-95% power factor), starter switches and sockets, wired complete. BARE units are fixtures only less sockets, wire and accessories. Lamps not included in prices.



## SHOWCASE FLU-O-FLECTORS

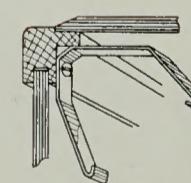


● Showcase Flu-O-Flector No. M-1309

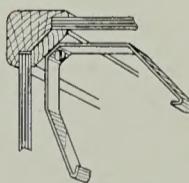
Small in size (2" x 2 1/4") Show Case FLU-O-FLECTORS provide complete light coverage with their engineered design reflectors. Maximum efficiency and effectiveness of Fluorescent lamps made possible by genuine ALZAK process. Exterior designed so fixtures can be fastened with wood-screws or with any of the type hangers shown to the right. If hangers are desired, specify type as shown; furnished with prices of units, no extra.

Cat. No.	Length and Number of Lamps 18" Size	O. A. Fixt. Length 36" Size	Shg. Wt.	List Price
M1308	1	21"	6	\$10.00
M1309	1	39"	10	13.00
M1310	2	39"	10	16.00
M1311	1	57"	16	20.00
M1312	3	57"	16	22.00
M1313	2	75"	20	25.00

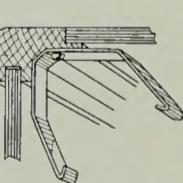
NOTES: Special and continuous lengths available; prices upon request. Prices above include sockets wired but are less auxiliaries and lamps. Standard finish is Statuary Bronze. Mitred corners at \$4.00 list each.



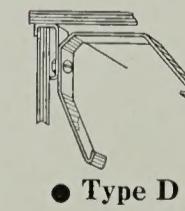
● Type A



● Type B

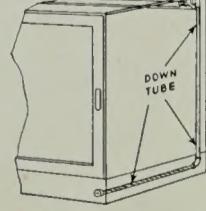


● Type C



● Type D

M-1323  
Down  
Tube  
List  
\$3.00



Auxiliary  
Housings

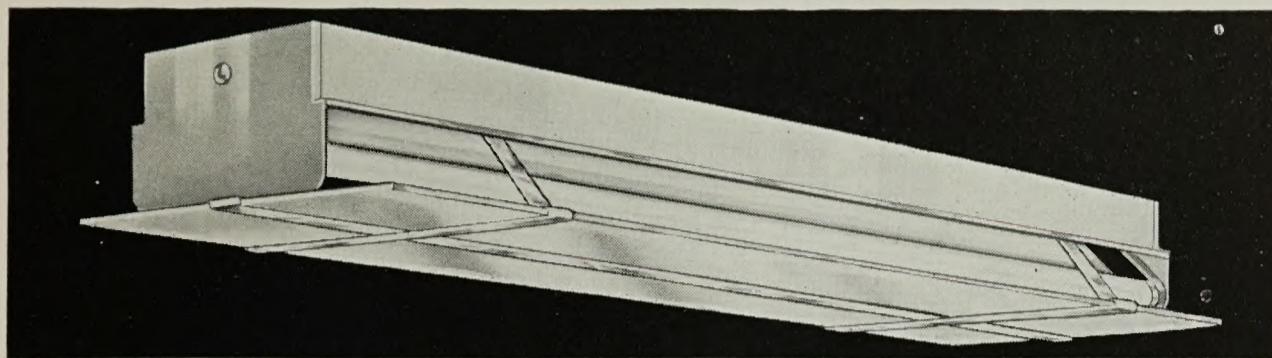
The Auxiliary Housing shown above is complete with cover and knockouts. Available in four lengths.  
Cat. No. O.A.Lgth. Price      Cat. No. O.A.Lgth. Price

M-1319	14"	\$1.50	M-1321	34"	\$2.30
M-1320	24"	1.75	M-1322	46"	2.75



# FLU-O-FLECTOR DIFFUSER STRIPS

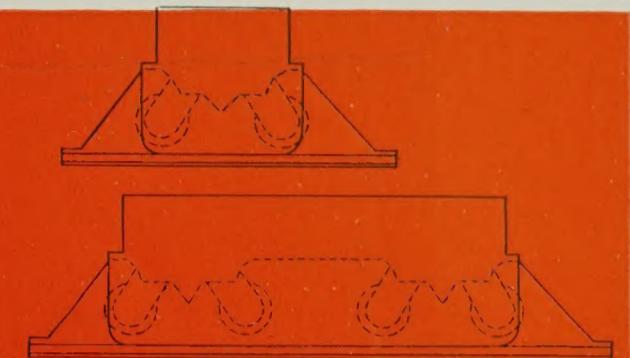
*Lower Surface Brightness . . . Individual Stock Sizes  
Efficient ALZAK Reflector*



● No. M1716 Diffuser Strip

Refined quality Fluorescent lighting at low-cost is now available with the new FLU-O-FLECTOR Diffuser Strips. Made for 18", 24", 36" and 48" double and quadruple row of lamps. Diffuser-Strips are for use in offices, stores, schools and for numerous other applications of general

lighting. Diffuser-Strips can be mounted on the ceiling; or can be suspended from the ceiling with hangers as shown on page 6; or can be semi-recessed into the ceiling. Lamps are positioned at slightly outward angles to allow a portion of the light to be directed upward.



● Cross Sections

Cat. No.	Lamp Wattage Only	O. A. Lgth.	O. A. Wdth.	O. A. Depth	Shg. Wt. Wired Units	Shg. Wt. Bare Units	List Prices	
	2-15	22"	10"	5"	9	6	\$24.70	\$11.00
M1716	2-20	28"	10"	5"	12	7	26.35	12.65
M1717	2-30	40"	10"	5"	14	10	30.90	14.60
M1718	2-40	52"	10"	5"	17	11	33.50	16.50
M1720	4-15	22"	18"	5"	17	10	45.65	18.25
M1721	4-20	28"	18"	5"	22	12	48.25	20.85
M1722	4-30	40"	18"	5"	28	20	56.80	24.20
M1723	4-40	52"	18"	5"	34	22	61.35	27.35

NOTE: Prices include freight allowance on 100 lbs. or more for destination within the United States. Wattage ratings above are for lamps only; in addition approximately 4 to 9½ watts per lamp is consumed in ballast operation.

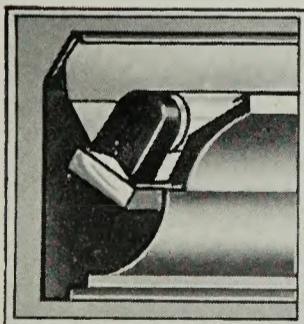
Exterior of channel and glass frames are Metallic Gray. Glass Diffuser is efficient frosted glass. Reflecting surface is genuine ALZAK Aluminum. Available WIRED or BARE. WIRED units are wired complete with 110 Volt 60 Cycle A. C. High Power Factor ballasts, Starter

Switches, (Starting Compensator when necessary). BARE units are fixtures only less sockets, wire and accessories. Lamps are not included in any of the above prices.

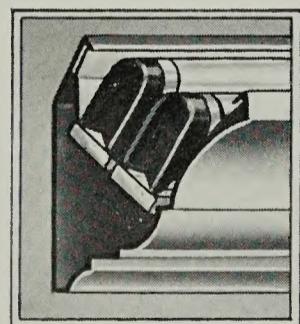


# COVE-TYPE FLU-O-FLECTORS

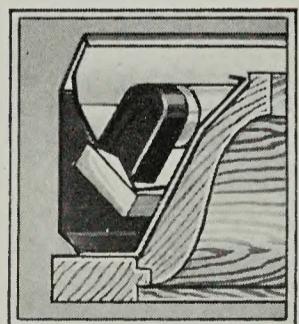
*For Concealed or Exposed Mounting . . . One or Two Rows of Lamps  
Permanent ALZAK Reflectors*



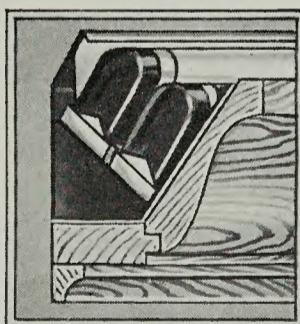
● No. M1705  
Exposed Type



● No. M1706  
Exposed Type



● No. M1707  
Concealed Type



● No. M1708  
Concealed Type

Cat. No.	For Lamps	O. A. Wdth.	O. A. Hght.	Base Lgth.	Base Length List Price		Addl. Lamp Length List Price		Shg. Wt. in Ft.	
					Wired	Bare	Wired	Bare	Wired	Bare
M1705A	1-15	4 1/4"	4 5/16"	19"	\$19.60	\$11.50	\$15.30	\$ 7.20	5#	2 1/2#
M1705B	1-20	4 1/4"	4 5/16"	25"	20.50	12.50	16.90	8.80	5#	2 1/2#
M1705C	1-30	4 1/4"	4 5/16"	37"	25.10	14.00	21.50	10.40	6#	2 1/2#
M1705D	1-40	4 1/4"	4 5/16"	49"	29.30	16.70	25.80	13.20	6#	2 1/2#
M1706A	2-15	5 1/4"	7"	19"	\$29.70	\$16.00	\$25.20	\$11.50	5 1/2#	3#
M1706B	2-20	5 1/4"	7"	25"	31.20	17.50	26.20	12.50	5 1/2#	3#
M1706C	2-30	5 1/4"	7"	37"	35.05	18.75	30.55	14.25	6#	3#
M1706D	2-40	5 1/4"	7"	49"	39.25	22.25	34.75	17.75	6#	3#
M1707A	1-15	4 1/8"	3 3/4"	19"	\$17.60	\$ 9.50	\$14.70	\$ 6.60	4#	2#
M1707B	1-20	4 1/8"	3 3/4"	25"	19.10	11.00	16.10	8.00	4#	2#
M1707C	1-30	4 1/8"	3 3/4"	37"	24.10	13.00	20.60	9.50	5#	2#
M1707D	1-40	4 1/8"	3 3/4"	49"	27.80	15.20	24.80	12.20	5#	2#
M1708A	2-15	5 1/4"	6"	19"	\$27.00	\$13.30	\$24.20	\$10.50	5#	2 1/2#
M1708B	2-20	5 1/4"	6"	25"	28.50	14.80	25.50	11.30	5#	2 1/2#
M1708C	2-30	5 1/4"	6"	37"	33.10	16.80	29.20	12.90	6#	2 1/2#
M1708D	2-40	5 1/4"	6"	49"	36.90	19.90	33.40	16.40	6#	2 1/2#

Excellent cove lighting effects with Fluorescent lamps are possible in small rooms, offices, reception rooms and stores. Cove-type FLU-O-FLECTORS are available for 18", 24", 36" and 48" size lamps; in single or double row widths, and for exposed or concealed mounting. Inner reflector is genuine non-tarnishing ALZAK aluminum. Exposed types regular finished Statuary Bronze lacquered. Concealed types are Udylite rust-protected. Mitered corners for exposed types at \$6.00 list each and for concealed types at \$4.00 list each.

FLU-O-FLECTORS are available WIRED or BARE. Wired units are wired complete with 110 volt, 60 cycle A. C. ballasts (90-100% power factor), Starter Switches (and Compensators when necessary). Bare units are for fixtures only less wire, sockets, and accessories. Prices do not include lamps.

#### IMPORTANT CATALOG NOTES!

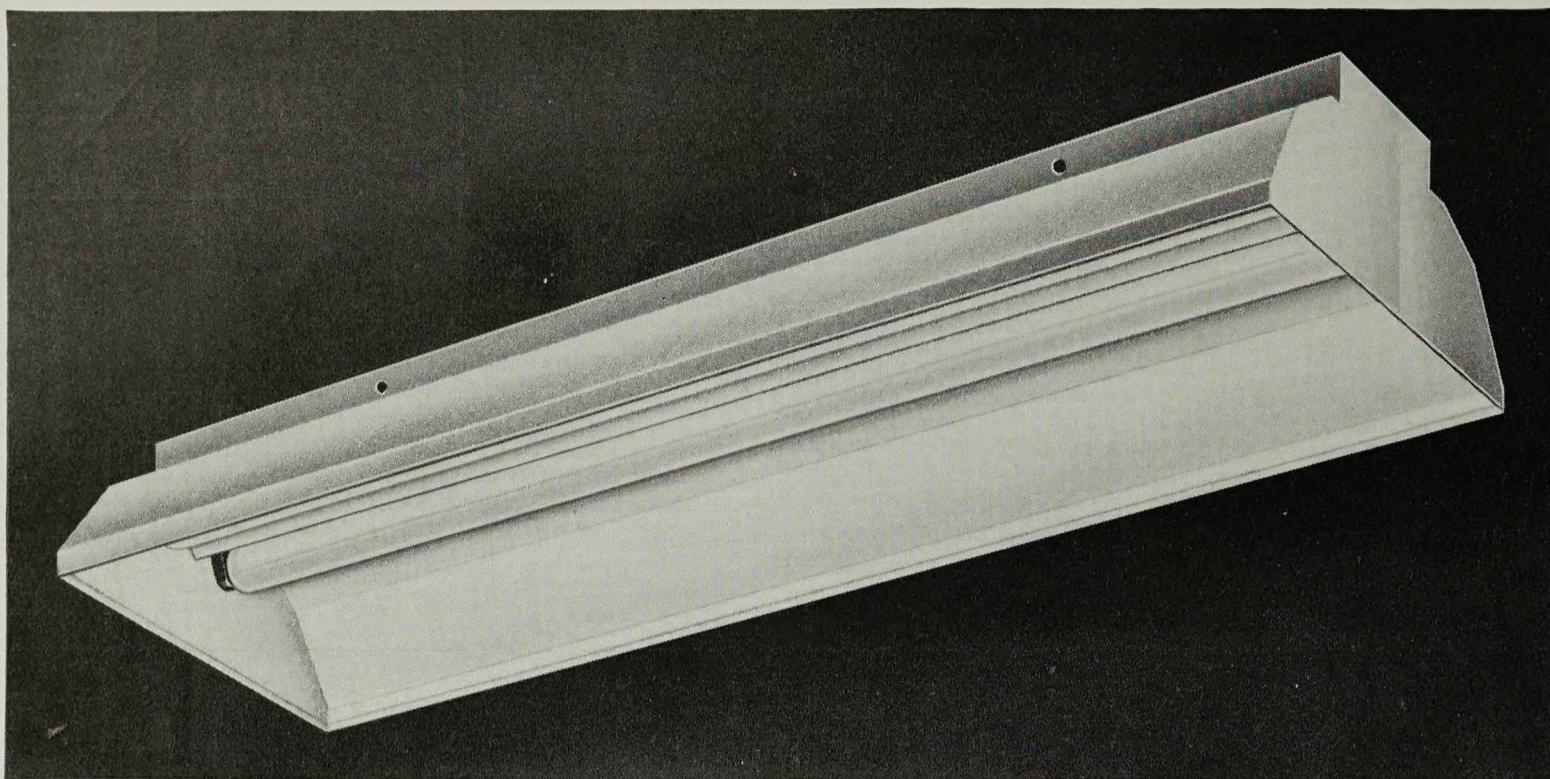
Listings in this catalog supersede prices and items listed in previous Guth Catalogs and Folders. Prices are subject to change without notice. Lamps are not included in prices herein. When ballast and accessory equipment is furnished by the Guth Co., we pass to the customer, the same guarantee that auxiliary manufacturers offer, namely, that the accessory equipment will be replaced, in a specified time, F. O. B. our factory; or thru reciprocal arrangement the equipment may be exchanged at nearest accessory manufacturers' distributor.

THE EDWIN F. GUTH CO.  
St. Louis, Mo.



# NEW UTILITY FLU-O-FLECTOR

2 or 4 Lamp Sizes — 95 - 100% Power Factor . . . Starter Switches  
Reflector **ALZAK** Aluminum



• Utility Flu-o-flector

**E. R. BEERS ELEC. CO.**

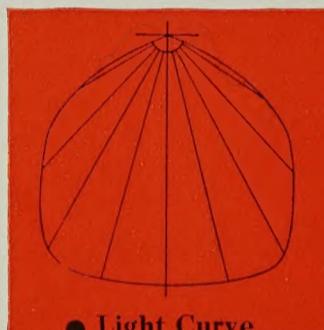
**BLOOMSBURG, PA.**

QUALITY FLUORESCENT LIGHTING for vital seeing conditions in industry is now available at low cost with the new Utility FLU-O-FLECTOR. The reflecting surface is formed of genuine ALZAK aluminum — GUARANTEED NOT TO CHIP — non-tarnishing, permanent. ALZAK does not peel, check, or crack — is more durable, tougher — and is easy to clean.

**ALZAK REQUIRED** — The Fluorescent lamp is a diffusing type of light source that requires a "punch" reflector to deliver maximum effective-

ness. ALZAK aluminum provides this added "punch" necessary for really effective Fluorescent lighting.

**REFLECTOR DESIGN** — Guth engineers have designed herewith a reflector to insure maximum overall efficiency from Fluorescent lamps. Necessary "V" shape reflector above each lamp directs highest percentage of light to the working plane. Reflector light cut-off in the 2-light is 72 degrees. Utility FLU-O-FLECTORS offer more advantages for best Fluorescent lighting results.



• Light Curve

Cat. No.	Lamp Wattage Only	How Shipped	Length	Width	Height	Shipping Weight	List Price
M1616W	2-40	WIRED	48 $\frac{1}{16}$ "	11"	7 $\frac{1}{2}$ "	16#	\$31.50
M1624W	4-40	WIRED	48 $\frac{1}{16}$ "	18 $\frac{1}{2}$ "	7 $\frac{1}{2}$ "	30#	57.35
M1617	2-40	BARE	48 $\frac{1}{16}$ "	11"	7 $\frac{1}{2}$ "	9#	14.50
M1625	4-40	BARE	48 $\frac{1}{16}$ "	18 $\frac{1}{2}$ "	7 $\frac{1}{2}$ "	15#	23.35

NOTE: Prices include freight allowance on shipments of 100 lbs. or over for destination within United States continent. Wattage ratings above are for lamps only; in addition, approximately 9 $\frac{1}{2}$  watts per lamp is consumed in ballast operation.

**DESCRIPTION** — Reflector of heavy-gauge No. 1 Alcoa aluminum, permanently processed Etched ALZAK. Ballast housing of steel finished chipless Gray Enamel. Holes in ballast housing for pendant or chain mounting are on 25-inch centers. Ends are steel, electrically-welded to ballast housing and are finished chipless Gray Enamel. In Price Table above, FLUOFLECTORS listed as WIRED include Ballasts, Starting Switches and Compensators wired complete ready for installation. FLUOFLECTORS listed as BARE include fixture only, less wire, sockets and accessories. Lamps are not included in any of above prices.

**BALLAST EQUIPMENT** — The new Tulamp Ballast is furnished with 95-100% power-factor in all units listed as WIRED. Regular equipment for 110-125 volt, 60 cycle alternating current. Also furnished in WIRED units, are Starting Compensators to insure maximum lamp life, and separate Starter Switches mounted at lamp socket for easy access. All accessory equipment supplied is approved by Underwriters Laboratories.

## FOOT-CANDLE READINGS Underneath UTILITY FLU-O-FLECTORS

Lamp Color	Two 40 Watt		Four 40 Watt	
	Day-light	White	Day-light	White
4' Under Fluoflector	60-65	67-72	115-125	128-138
5' Under Fluoflector	40-45	44-49	75- 85	85- 94
6' Under Fluoflector	32-36	36-40	60- 69	70- 78



• Cross-Section  
2-Light Flu-o-flector



• Cross-Section  
4-Light Flu-o-flector